



Aruban fashion designer Percy Irausquin to be featured in the March issue of Beau Monde

Young John Gregory Percy Irausquin is back in his homeland of Aruba for ten days with a crew shooting the March issue of Beau Monde. Beau Monde is described as the #1 glamour/beauty and fashion magazine of Holland and Europe, with a circulation of 125,000 copies.

Percy Irausquin is the young Aruban designer that is making a splash on all the red carpets of film premieres around Holland. John Lukken, Editor in Chief of Beau Monde is here in Aruba for the fashion shoot, and he explained why for the first time, Beau Monde will devote sixty-eight pages to the Spring and Summer collection of one particular designer. "Percy is growing as a fashion designer right now," stated John, "and he is at a very high level. Beau Monde and Percy have found each other because he has such a glamorous style for us Dutch. He is colorful; Dutch fashion is usually lots of black and white and simple, and Percy came along and is really making a splash. I think he will really revolutionize Dutch fashion, as other designers are looking at his success. I think, because of Percy, we will see more color and excitement infuse Dutch fashion."

In the few years since Percy presented his first independent collection, it would appear he has become the favorite designer of Dutch media celebrities, and his clothes are seen on television and in magazines, worn by some of the most beautiful women in Europe. He designed the wedding dress of famed Dutch actress Katja Schuurman, and three top Dutch media celebrities are in Aruba modeling his fashions for the photo shoot. Leontine Borsato, the wife of Marco Borsato, Holland's most famous singer, Lika van Lexmonde, the favorite soap opera star of Holland, and Chantal Janzen, music and TV personality, will all adorn the pages of Beau Monde in Percy Irausquin fashions, with Aruba as the background.

"This is also groundbreaking for Beau Monde," expressed John Lukken, "to do the shoot in the Caribbean islands like this, particularly the home island of the designer. We did a shoot in Bonaire, which featured the cosmetic work of Leco van Zadelhoft, the artist that is being used for this shoot, but he is from Holland, and we were not using his homeland as an integral part of the piece. The most stylish woman in Holland is considered to be Leontine Borsato, she is the glamour queen of Holland. She loves to wear Percy's fashions to all the events."

Percy, of course, is thrilled with this turn of events, not only for his career, but also for the notoriety for his homeland of Aruba. "It is very exciting and gratifying to be here to do this shoot. I have become a celebrity with my people, they stop me on the street and shake my hand, they open their car windows, give me a "thumbs up," and say "Good job!"

Beau Monde has been on the market for eleven years, and will soon be published bi-weekly, increasing their readership. "The magazine is sort of a hybrid between "In Style" and "People" magazine," describes John, "it is beauty, glamour, fashion, but also about celebrities."

The magazine's editors are very excited about this special issue of Beau Monde, and all the elements involved, the three gorgeous celebrities, the beauty and excitement of Percy's designs, and the fact that it is being shot in his "hometown." "We were on the beach doing some shots the other day, and two of my dresses were hanging on a tree," muses Percy, "and I looked at them and thought "these dresses are *home*. This is because Aruba is where all the ideas start, I made them in Holland, but when I saw them worn here, everything fell into place, everything *fit*. Aruba's culture is definitely an influence on the color and pizzazz of my designs. Seeing the island so green and the colorful houses, the daring colors, this will always be a part of me, influencing me; it is something I can never forget."

THE NEWS extends their congratulations to Percy on his well-deserved success!